CLAIMS:

1. A universal broadcast system providing full digital services via a uni-directional communications link over a plurality of channels, each of said channels providing one of VOD or digital broadcast , said universal broadcast system comprising:

first digital broadcast circuitry for a first channel of said universal broadcast system, said first channel being a digital broadcast channel, said first digital broadcast circuitry including:

a plurality of first digital broadcast data sources each providing data intended for broadcast in a digital broadcast mode over said first channel;

a plurality of digital data encoders each coupled to a corresponding unique one of said plurality of data sources, each of said digital data encoders operable to encode received data into a digital program stream format;

a first data merger device coupled to said plurality of digital data encoders, said data merger device operable to merge data received in a digital program stream format into first merged digital stream data;

a first channel server coupled to said data merger device, said first channel server operable to generate a first modulated intermediate frequency signal from said first merged digital stream data;

a first up converter device coupled to said first channel server, said first up converter device operable to convert said first modulated intermediate frequency signal into a first radio frequency signal; and

a combiner amplifier coupled to said first channel circuitry, said combiner amplifier operable to amplify, condition and combine received radio frequency signals such as said first radio frequency signal, said output of said combiner amplifier suitable to deliver said plurality of channels across a uni-directional communications medium.

2. A universal broadcast system as recited in claim 1, wherein at least one of said plurality of first digital broadcast sources is an analog video source.

3. A universal broadcast system as recited in claim 2, wherein said analog video source is an analog video camera.

4. A universal broadcast system as recited in claim 2, wherein said analog video source is an analog video cassette recorder.

5. A universal broadcast system as recited in claim 2, wherein said analog video source is television program source.

6. A universal broadcast system as recited in claim 1, wherein at least one of said plurality of first digital broadcast sources is an digital video source.

7. A universal broadcast system as recited in claim 6, wherein said digital video source is an MPEG data file.

8. A universal broadcast system as recited in claim 6, wherein said digital video source is an MPEG transport stream.

9. A universal broadcast system as recited in claim 1, wherein at least one of said plurality of digital data encoders is an MPEG encoder.

10. A universal broadcast system as recited in claim 1 wherein said first data merger device and said first channel server are fabricated as a single device.

11. A universal broadcast system as recited in claim 1 wherein said first digital broadcast circuitry is one of a plurality of digital broadcast circuitry for a portion of said plurality of channels of said universal broadcasts system.

12. A universal broadcast system as recited in claim 1, said universal broadcast system further comprising:

a central controlling server;

a central storage device storing data intended for on-demand data provision;

first data-on-demand circuitry for a second channel of said universal broadcast system, said second channel being a data-on-demand channel, said first data-on-demand circuitry including:

a second channel server having a second channel server CPU, local memory, a modulator, and a network interface, said second channel server operable to generate a second modulated intermediate frequency signal from digital data stored in said local memory; and

a second channel up converter device coupled to said second channel server, said second up converter device operable to convert said second modulated intermediate frequency signal into a second radio frequency signal provided to said combiner amplifier.

13. A universal broadcast system as recited in claim 12, wherein said central controlling server is operable to select said second channel and calculate a delivery matrix for transmitting data files stored on said central storage device on said second channel.

14. A universal broadcast system as recited in claim 13, wherein said central control server is further operable to provide offline addition, deletion, and update of data file information at said second controlling server.

15. A universal broadcast system as recited in claim 12 wherein said central control server manages files stored on said central storage device.

16. A universal broadcast system providing full digital services via a uni-directional communications link over a plurality of channels, each of said channels providing one of VOD or digital broadcast , said universal broadcast system comprising:

first digital broadcast circuitry for a first channel of said universal broadcast system, said first channel being a digital broadcast channel, said first digital broadcast circuitry including:

a plurality of first digital broadcast data sources each providing data intended for broadcast in a digital broadcast mode over said first channel;

a plurality of digital data encoders each coupled to a corresponding unique one of said plurality of data sources, each of said digital data encoders operable to encode received data into a digital program stream format;

a first data merger device coupled to said plurality of digital data encoders, said data merger device operable to merge data received in a digital program stream format into first merged digital stream data;

a first channel server coupled to said data merger device, said first channel server operable to generate a first modulated intermediate frequency signal from said first merged digital stream data;

a first up converter device coupled to said first channel server, said first up converter device operable to convert said first modulated intermediate frequency signal into a first radio frequency signal; and

a combiner amplifier coupled to said first channel circuitry, said combiner amplifier operable to amplify, condition and combine received radio frequency signals such as said first radio frequency signal, said output of said combiner amplifier suitable to deliver said plurality of channels across a uni-directional communications medium.

a central controlling server;

a central storage device storing data intended for on-demand data provision;

first data-on-demand circuitry for a second channel of said universal broadcast system, said second channel being a data-on-demand channel, said first data-on-demand circuitry including:

a second channel server having a second channel server CPU, local memory, a modulator, and a network interface, said first channel server operable to generate a second modulated intermediate frequency signal from digital data stored in said local memory; and

a second channel up converter device coupled to said second channel server, said second up converter device operable to convert said second

modulated intermediate frequency signal into a second radio frequency signal provided to said combiner amplifier.

17. A universal broadcast system as recited in claim 16 wherein said first data merger device and said first channel server are fabricated as a single device.

18. A universal broadcast system as recited in claim 18 wherein said first digital broadcast circuitry is one of a plurality of digital broadcast circuitry for a portion of said plurality of channels of said universal broadcasts system.

19. A universal broadcast system as recited in claim 16, wherein said central controlling server is operable to select said second channel and calculate a delivery matrix for transmitting data files stored on said central storage device on said second channel.

20. A universal broadcast system as recited in claim 19, wherein said central control server is further operable to provide offline addition, deletion, and update of data file information at said second controlling server.

21. A universal broadcast system as recited in claim 16 wherein said central control server manages files stored on said central storage device.

22. A universal broadcast system providing full digital services via a uni-directional communications link over a plurality of channels, each of said channels providing one of VOD or digital broadcast, said universal broadcast system comprising:

a plurality of digital broadcast circuitry one each for a corresponding portion of said plurality of channels of said universal broadcast system each being a digital broadcast channel, each of said digital broadcast circuitry operable to generate digital broadcast data over a corresponding channel;

a central controlling server;

a central storage device storing data intended for on-demand data provision;

a plurality of data-on-demand circuitry for a corresponding portion of said plurality of channels of said universal broadcast system each being a data-on-demand channel, each of said data-on-demand circuitry operable to generate on-demand data over a corresponding channel, each data-on-demand circuitry including a corresponding channel server having a channel server CPU, local memory, a modulator, and a network interface, wherein said central controlling server is operable to select a particular data-on-demand channel and calculate a delivery matrix for transmitting data files stored on said central storage device on said data-on-demand channel,

provide offline addition, deletion, and update of data file information at said second controlling server.

23. A computer implemented universal data broadcast method comprising the acts of:

providing a first channel server suitable for the transmission of digital broadcast data via a first channel;

providing a second channel server suitable for the transmission of data-on-demand via a second channel;

prior to data broadcast, preparing a first channel server for the transmission of data-on-demand information;

transmitting an electronic program guide including information indicating that said first channel contains digital broadcast data, said electronic program guide further indicating that said second channel contains on-demand data; and

combining and transmitting data from said first channel and said second channel.